

MATRIX OF WORKING RELATIONSHIPS (MWR)

Example of the MWR (Matrix of Working Relationships)

	Quality	Service	Practice	Strategic Dev't	Strategic Intent	Corporate Citizenship	Corporate Presence
7.							
6.							
5.	Quality Quality as profit, reputation and culture.	Service Promote contribution of service to each case and to the whole.	Practice Financial implications of processes to products and services	Strategic Dev't Develop profit, reputation & long term viability as projects and culture	Strategic Intent		
4.							
3.							
2.							
1.							

An MWR view of QUALITY

	Quality	Service	Practice	Development	Mission
5.	Quality as profit, reputation & culture	Promoting the contribution of service to each particular & its contribution to the whole.	Financial implications of practices to provide services/ make products	Development of profit/ reputation/ long-term viability as projects & climate	Strategic intent of institution; external & internal well-being of organisation itself
4.	Quality as change & development	Impact of change on delivery of service in particular situations	Development of new products/ services/ practices as process & as atmosphere	Interaction between the mission, the current means & 3 to 5 year change projects	
3.	Quality in system & practice and as commitment	Service to particular situations seen as technique & as attitude	Current practices to provide services/ make products		
2.	Quality as technical specification & attitude	Service to: customers/ clients/ situations; work of first level; purpose of organisation			
1.	Quality as judgement used to make something essential to viability of organisation				